

To increase social standing

To meet cultural and societal expectations

To fit in with, and meet the expectations of, significant others

To improve physique

Better looking body

Increase in muscle mass

Enhancement of muscle definition

Improvement of strength

## Reasons for uptake

Like with all substances, people who use steroids have differing motivations for their substance use.

Perfume For Him

40  
IS THE NEW  
20

To improve appearance

Increase chances of success

Sporting achievement

Injury recovery/prevention

Enhance physique for occupational purposes

Dissatisfaction with other parts of the body.

Maintaining appearance when getting older

To increase attractiveness

Design: Human Enhancement Drugs Network,  
Birmingham City University, Public Health Institute  
(LJMU) and Aalborg Antidoping (Aalborg Municipality, DK)

**Reference: Kimergård. 2014. Journal of Substance  
Use, 20(4) and Sagoe et al. 2014. Substance Abuse  
Treatment, Prevention, and Policy, 9(1)**

**More information is available at  
[www.humanenhancementdrugs.com](http://www.humanenhancementdrugs.com)**